Snapchat: Taking snaps and promoting

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What to post on Snapchat

- In order to be successful on Snapchat, you need to figure out how to use the visual format to communicate and make connections
- Snapchat is all about spontaneity, so your pictures or videos shouldn't be too professional
- People will get suspicious if something looks too good
- Check out what other brands are doing on Snapchat and what gets shared the most
- **Ask yourself these questions:**
  - What is my brand personality?
  - What would my followers or customers like to see from my brand?
  - What can I show them that would excite them, intrigue them, or amuse them?
  - What can I show them here that I can't show them anywhere else?

- What you can post on Snapchat:

  - behind the scenes photos
  - sneak peeks of new products, upcoming events, or future promotions
  - create branded geofilters so people come to find them at your location
  - post a shoutout - promoting another Snapchat account in the hope that they will do the same for you

- Cross-promote some of your Snapchat stuff on other platforms, like Facebook, emails, or your website